Bryan A. Albue (No. 009594) 1 Janet W. Lord (No. 011910) FENNEMORE CRAIG 2 3003 North Central Avenue, Suite 2600 Phoenix, Arizona 85012-2913 Telephone: (602) 916-5000 Facsimile: (602) 916-5999 4 E-mail: balbue@fclaw.com 5 GREINER, GALLAGHER & CAVANAUGH Attn: Timothy R. Greiner, Esq. 6 2001 Route 46, Suite 202 Parsippany, New Jersey 07054 7 Phone: 973-335-7400 Fax: 973-335-8018 8 Attorneys for Plaintiffs Days Inns of America, Inc. and Ramada Franchise Systems, Inc. 10 IN THE UNITED STATES BANKRUPTCY COURT 11 FOR THE DISTRICT OF ARIZONA 12 13 Case No. 99-09162-ECF-GBN In re 14 LEEWARD HOTELS, L.P., Chapter 11 15 Debtor, DAYS INNS OF AMERICA, INC., a 16 Delaware corporation, and RAMADA Adversary No. **99** FRANCHISE SYSTEMS, INC., a 17 Delaware corporation, 18 VERIFIED ADVERSARY COMPLAINT Plaintiffs. FOR INJUNCTIVE AND RELATED 19 RELIEF v. 20 LEEWARD HOTELS, L.P., an Arizona limited partnership, and KILBURG 21 HOTELS, L.L.C., an Arizona limited liability company, 22 Defendants. 23 Plaintiffs Days Inns of America, Inc. ("DIA") and Ramada Franchise Systems, Inc. 24 ("RFS"), for their Verified Adversary Complaint against defendants Leeward Hotels, L.P. 25 and Kilburg Hotels, L.L.C. (collectively "Defendants"), say: 26 **PARTIES** 27 DIA is a Delaware corporation with its principal place of business in 1. 28

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reservation systems, advertising, publicity and training services.

- 10. DIA and RFS or their predecessors have continuously used their Marks since the date of their registration, and the Marks are in full force and effect, unrevoked, uncancelled and incontestable pursuant to 15 U.S.C. § 1065.
- 11. DIA and RFS have given notice to the public of the registration of their Marks as provided in 15 U.S.C. § 1111.
- 12. DIA and RFS use or have used the Days Inn Marks and Ramada Marks as abbreviations of their respective brand names.
- 13. Through their respective franchise systems, DIA and RFS market, promote and provide services to their guest lodging franchisees throughout the United States. In order to identify the origin of their guest lodging services, DIA and RFS allow their franchisees to utilize the Days Inn Marks and Ramada Marks, respectively.
- 14. DIA and RFS have invested substantial effort over a long period of time, including the expenditure of millions of dollars, to develop goodwill in their trade names and service marks to cause consumers throughout the United States to recognize the Days Inn Marks and Ramada Marks as distinctly designating guest lodging services as originating with DIA and RFS.
- 15. The value of the goodwill developed in the Days Inn Marks and Ramada Marks does not admit of precise monetary calculation, but because DIA and RFS are two of the largest guest lodging facility franchise systems in the United States and are widely known as providers of guest lodging facility services, the value of DIA's goodwill and RFS' goodwill exceeds hundreds of millions of dollars.
- 16. The Days Inn Marks and Ramada Marks are indisputably among the most famous trademarks in the United States.

The Hotel Facilities At Issue

Days Inn-Las Cruces, NM

17. On or about March 21, 1997, DIA entered into a License Agreement with Las Cruces Inn Hotel, L.P., a Delaware limited partnership (the "Las Cruces License

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Agreement" and "Las Cruces Licensee", respectively) for the operation of a guest lodging facility located at 2600 South Valley Drive, Las Cruces, New Mexico (the "Days Inn Facility").

- 18. Under the terms of the Las Cruces License Agreement, the Las Cruces Licensee was obligated to operate the Days Inn Facility for a fifteen-year term, during which time the Las Cruces Licensee was permitted to use the Days Inn Marks in connection with the operation and use of the Days Inn Facility as part of the DIA Franchise System.
- 19. Section 9 of the Las Cruces License Agreement provides that if the Las Cruces Licensee directly or indirectly transfers any right under the Las Cruces License Agreement or ownership of the Days Inn Facility, including, without limitation, by means of a transfer of its controlling equity ownership, without complying with the transfer requirements of Section 9, then the License granted under the Las Cruces License Agreement terminates, and DIA has the right to terminate the Las Cruces License Agreement pursuant to Sections 11.1 and 11.2 thereof.
- 20. Section 9 of the License Agreement also provides that any attempted transfer of rights under the Las Cruces License Agreement or of the Days Inn Facility without the requisite prior approval of DIA is void as between the Las Cruces Licensee and DIA.
- 21. Under Sections 11.1 and 11.2 of the Las Cruces License Agreement, an unauthorized transfer governed by Section 9 of the Las Cruces License Agreement constitutes an event of default under such Agreement, and is a ground for termination of the Las Cruces License Agreement.

Ramada-Abilene, Ramada-Albuquerque and Ramada-Round Rock

22. On or about March 21, 1997, RFS entered into a License Agreement with Abilene Inn Hotel, L.P., a Delaware limited partnership (the "Abilene License Agreement" and "Abilene Licensee", respectively), for the operation of a guest lodging facility located at 3450 South Clack, Abilene, Texas (the "Abilene Facility").

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23. Under the terms of the Abilene License Agreement, the Abilene Licensee was obligated to operate the Abilene Facility for a fifteen-year term, during which time the Abilene Licensee was permitted to use the Ramada Marks in connection with the operation and use of the Abilene Facility as part of the Ramada Franchise System.

- 24. On or about December 30, 1993, RFS entered into a License Agreement with Hospitality Investment Associates (Albuquerque J.V.), a New Mexico joint venture (the "Albuquerque License Agreement" and "Albuquerque Licensee", respectively), for the operation of a guest lodging facility located at 25 Hotel Circle, NE, Albuquerque, New Mexico (the "Albuquerque Facility").
- 25. Under the terms of the Albuquerque License Agreement, the Albuquerque Licensee was obligated to operate the Albuquerque Facility for a fifteen-year term (subject to a special stipulation allowing either party to terminate after four years, which stipulation no longer is applicable), during which time the Albuquerque Licensee was permitted to use the Ramada Marks in connection with the operation and use of the Albuquerque Facility as part of the Ramada Franchise System.
- 26. On or about March 21, 1997, RFS entered into a License Agreement with Round Rock Hotel, L.P., a Delaware limited partnership (the "Round Rock License Agreement" and "Round Rock Licensee", respectively), for the operation of a guest lodging facility located at 1400 North I-35, Round Rock, Texas (the "Round Rock Facility").
- 27. Under the terms of the Round Rock License Agreement, the Round Rock Licensee was obligated to operate the Round Rock Facility for a fifteen year term, during which time the Round Rock Licensee was permitted to use the Ramada Marks in connection with the operation and use of the Round Rock Facility as part of the Ramada Franchise System.
- 28. Section 9 of both the Abilene License Agreement and the Round Rock License Agreement provides that if the Licensee directly or indirectly transfers any rights under its respective License Agreement, or transfers ownership of the licensed facility,

including, without limitation, by means of a transfer of its controlling equity ownership, without complying with the transfer requirements under Section 9, then the License granted under the License Agreement terminates.

- 29. Section 9 of both the Abilene License Agreement and the Round Rock License Agreement further provides that any transaction requiring RFS' consent under Section 9, in which RFS' consent is not first obtained, shall be void as between the Licensee and RFS.
- 30. Under Sections 11.1 and 11.2 of both the Abilene License Agreement and the Round Rock License Agreement, an unauthorized transfer governed by Section 9 of such Agreements constitutes an event of default under the License Agreements and is a ground for termination of such License Agreements.
- 31. Section 17 of the Albuquerque License Agreement prohibits, among other things, transfers by the Albuquerque Licensee of rights under the Albuquerque License Agreement and/or any interest in the legal or equitable title to the Albuquerque Facility, without complying with the requirements of Section 17, including having first obtained the written consent of RFS.
- 32. Section 17 of the Albuquerque License Agreement further provides that any attempted transfer or assignment which is not in accordance with Section 17 shall be void and shall give RFS the right to terminate the License granted under the License Agreement.
- 33. Under Section 19 of the Albuquerque License Agreement, an unauthorized transfer governed by Section 17 of such Agreement constitutes an event of default under such License Agreement and is a ground for termination of the Albuquerque License Agreement.

The Unauthorized Transfers

34. By separate but similar instruments titled "General Assignment and Transfer" (such instruments differing only in the identity of the transferor and the description of the real property referred to therein), stated to be effective March 29, 1999,

the Las Cruces Licensee, the Abilene Licensee, the Albuquerque Licensee, and the Round Rock Licensee agreed to convey their respective licensed hotel facilities to the Debtor, and purported to transfer and assign to the Debtor, among other things "[a]ll transferable rights, title and interest of Assignor in and to all written contracts or agreements, such as franchise ... contracts which relate to the ownership ... or operation of the Real Property or any portion thereof; ... [a]ll contract rights, ... trademarks, service marks, logos, ... technology and technical information, copyrights, ... the goodwill, ongoing business and operating systems of the Hotel, ... and other items of intangible personal property relating to the ownership or operation of the hotel and owned by Assignor."

- 35. In or about April 1999, the aforesaid Licensees of record conveyed title to their respective hotel facilities to the Debtor.
- 36. The aforesaid transfers were not authorized by DIA or RFS and were in violation of the Las Cruces License Agreement, Abilene License Agreement, Albuquerque License Agreement, and the Round Rock License Agreement (collectively, the "License Agreements").
- 37. The Debtor and/or Kilburg Hotels are operating the Days Inn Facility, the Abilene Facility, the Albuquerque Facility and the Round Rock Facility (collectively, the "Facilities"), and are using the Days Inn Marks and Ramada Marks without any authority to do so.
- 38. The Debtor and Kilburg Hotels are cognizant of the fact that neither of them has been licensed by either DIA or RFS to operate the Facilities as part of the Days Inn or Ramada Franchise Systems, and that neither of the Defendants have authority to use either the Days Inn Marks or the Ramada Marks. Such unauthorized conduct by the Debtor and Kilburg Hotels is in wanton and willful disregard of the rights of DIA and RFS.
- 39. Neither the Debtor, Kilburg Hotels nor this bankruptcy estate has any interest in or entitlement to use the Marks, and the Marks may not be used in connection with any plan that may be confirmed in this case or by any reorganized entity resulting

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from a confirmed plan.

- 40. Such unauthorized use of the Marks by the Debtor and Kilburg Hotels constitutes misappropriation of the Marks, affirmatively misleads the public with respect to the affiliation of the Facilities with DIA and RFS, causes confusion, mistake or deception as to such affiliation, causes dilution and disparagement of the Marks, constitutes a misrepresentation to the public and false designation of the nature, quality, origin and source of the guest lodging services provided at the Facilities, constitutes the unlawful passing off of the Facilities' guest lodging services as those of DIA and RFS, thereby causing damage to the business, reputation and goodwill of DIA and RFS, and prevents DIA and RFS from controlling the nature and quality of the goods and services provided at the Facilities.
- 41. The Debtor and Kilburg Hotels have engaged in the aforesaid conduct without compensating DIA or RFS for the use of the Marks, to the further detriment and damage of DIA and RFS.

FIRST CLAIM FOR RELIEF

Lanham Act Infringement

- 42. DIA and RFS repeat and make a part hereof each and every allegation set forth in paragraphs 1 through 41 of the Verified Complaint.
- 43. Section 32 of the Lanham Act, 15 U.S.C. § 1114(1)(a), provides in pertinent part that "[a]ny person who shall, without the consent of the registrant use in commerce any reproduction, counterfeit, copy, or colorable imitation of a registered mark in connection with the sale, offering for sale, distribution, or advertising of any goods or services on or in connection with which such use is likely to cause confusion, or to cause mistake, or to deceive . . . shall be liable in a civil action by the registrant "
- 44. The Debtor and Kilburg Hotels have marketed, promoted and rented, and continue to market, promote and rent rooms at the Facilities through the unauthorized use of the Marks, and such use has caused and is likely to continue to cause confusion or mistake among prospective or actual customers, in violation of Section 32 of the Lanham

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Act.

- 45. The on-going acts of infringement by the Debtor and Kilburg Hotels in violation of Section 32 of the Lanham Act are malicious, fraudulent, willful, and deliberate.
- 46. The on-going acts of infringement by the Debtor and Kilburg Hotels, in violation of Section 32 of the Lanham Act, have inflicted and continue to inflict irreparable harm on DIA and RFS.
- 47. The on-going acts of infringement by the Debtor and Kilburg Hotels, in violation of Section 32 of the Lanham Act, constitute "cause" for termination of the automatic stay pursuant to 11 U.S.C. § 362(d)(1), and DIA and RFS are entitled to termination of the automatic stay under 11 U.S.C. § 362(d)(1) and (2) to employ to the extent necessary any applicable non-bankruptcy remedies to enforce the relief granted by this Court and, otherwise, to prevent further infringement.
 - 48. DIA and RFS have no adequate remedy at law.
- 49. No previous injunctive relief has been awarded with respect to this matter in this case or any other case.

SECOND CLAIM FOR RELIEF

Lanham Act False Designations

- 50. DIA and RFS repeat and make a part hereof each and every allegation set forth in paragraphs 1 through 49 of the Verified Complaint.
- 51. Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a), provides in pertinent part that "[a]ny person who, on or in connection with any goods or services . . . uses in commerce any word, term, name, symbol, or device, or any combination thereof, or any false designation of origin, false or misleading description of fact, or false or misleading representation of fact, which -- (A) is likely to cause confusion, or to cause mistake, or to deceive as to affiliation, connection, or association of such person with another person, or as to the origin, sponsorship, or approval of . . . goods [or] services . . . shall be liable in a civil action"

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- 52. The acts of the Debtor and Kilburg Hotels in marketing, promoting and renting rooms at the Facilities, through and with the DIA Marks and RFS Marks, constitute a false designation of origin, a false and misleading description of fact, and a false and misleading representation of fact, that have caused and are likely to continue to cause confusion, or to cause mistake or deception, as to the affiliation of the Facilities with DIA and RFS, and to cause confusion, or to cause mistake or deception, to the effect that DIA and RFS are sponsors or approve of the guest lodging services that the Debtor and Kilburg Hotels provide at the Facilities, all in violation of Section 43(a) of the Lanham Act.
- 53. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(a) of the Lanham Act are malicious, fraudulent, willful, and deliberate.
- 54. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(a) of the Lanham Act have inflicted and continue to inflict irreparable harm on DIA and RFS.
- 55. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(a) of the Lanham Act, constitute "cause" for termination of the automatic stay pursuant to 11 U.S.C. § 362(d)(1), and DIA and RFS are entitled to termination of the automatic stay under 11 U.S.C. § 362(d)(1) and (2) to employ to the extent necessary any applicable non-bankruptcy remedies to enforce the relief granted by this Court and, otherwise, to prevent further infringement.
 - 56. DIA and RFS have no adequate remedy at law.
- 57. No previous injunctive relief has been awarded with respect to this matter in this case or any other case.

THIRD CLAIM FOR RELIEF

Lanham Act Dilution

58. DIA and RFS repeat and make a part hereof each and every allegation set forth in paragraphs 1 through 57 of the Verified Complaint.

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Fennemore Craig 59. Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c), provides in pertinent part that "[t]he owner of a famous mark shall be entitled, subject to the principles of equity and upon such terms as the court deems reasonable, to an injunction against another person's commercial use in commerce of a mark or trade name, if such use begins after the mark has become famous and causes dilution of the distinctive quality of the mark, and to obtain such other relief as is provided in this subsection."

- 60. The use of the Marks by the Debtor and Kilburg Hotels in connection with offering and providing goods and services at the Facilities, after the Marks became famous, has caused and will continue to cause dilution and disparagement of the distinctive quality of the Marks, and has lessened and will continue to lessen the capacity of the Marks to identify and distinguish the goods and services of DIA and RFS, all in violation of Section 43(c) of the Lanham Act.
- 61. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(c) of the Lanham Act are malicious, fraudulent, willful, and deliberate.
- 62. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(c) of the Lanham Act have inflicted and continue to inflict irreparable harm on DIA and RFS.
- 63. The ongoing acts of infringement by the Debtor and Kilburg Hotels in violation of Section 43(c) of the Lanham Act, constitute "cause" for termination of the automatic stay pursuant to 11 U.S.C. § 362(d)(1), and DIA and RFS are entitled to termination of the automatic stay under 11 U.S.C. § 362(d)(1) and (2) to employ to the extent necessary any applicable non-bankruptcy remedies to enforce the relief granted by this Court and, otherwise, to prevent further infringement.
 - 64. DIA and RFS have no adequate remedy at law.
- 65. No previous injunctive relief has been awarded with respect to this matter in this case or any other case.

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FOURTH CLAIM FOR RELIEF

Declaratory Judgment

- 66. DIA and RFS repeat and make a part hereof each and every allegation contained in Paragraphs 1 through 65 as if fully set forth herein.
- 67. The purported transfers and assignments by the Licensees of their interests in the License Agreements to the Debtor (as referred to in paragraph 36 herein) were neffective and without legal force and effect.
- 68. Neither the Debtor nor the Debtor's bankruptcy estate has any legal or quitable interest in the License Agreements.

FIFTH CLAIM FOR RELIEF

Unjust Enrichment

- 69. DIA and RFS repeat and make a part hereof each and every allegation contained in Paragraph Nos. 1 through 68 as if fully set forth herein.
- 70. The Debtor and Kilburg Hotels, without payment to DIA and RFS, used and continue to use, the Marks while operating the Facilities.
- 71. The Debtor and Kilburg Hotels have benefited, and continue to benefit, from using the Marks while operating the Facilities.
- 72. The bankruptcy estate has benefited and continues to benefit from using the Marks while operating the facilities from and after the filing of the bankruptcy petition in this case.
- 73. The failure by the Debtor and Kilburg Hotels to pay for using the Marks constitutes unjust enrichment and has damaged DIA and RFS.

SIXTH CLAIM FOR RELIEF

Accounting

- 74. DIA and RFS repeat and make a part hereof each and every allegation contained in Paragraphs 1 through 73 as if fully set forth herein.
- 75. Beginning on or about March 29, 1999 and continuing thereafter, the Debtor and Kilburg Hotels have engaged in acts and practices, as described, which

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amount to infringement of the Marks in an unlawful, unfair, and fraudulent manner which is likely to confuse the public, dilute the value of the Marks and cause irreparable injury to DIA and RFS, all as heretofore alleged in this Verified Adversary Complaint.

76. As a result, the Debtor and/or Kilburg owe restitution and the disgorgement of profits, in amounts unknown to DIA and RFS, and which amounts cannot be ascertained without an accounting of the receipts and disbursements, profit and loss statements, and other financial materials, statements and books from the Debtor and/or Kilburg Hotels as to each of the Facilities.

DEMANDS FOR RELIEF

WHEREFORE, DIA and RFS demand judgment against the Debtor and Kilburg Hotels as follows:

- A) Judgment against the Debtor and Kilburg Hotels under the First, Second and Third Claims for Relief, pursuant to 15 U.S.C. §§ 1114(1), 1125(a), and 1125(c) as follows:
 - i) Preliminarily and permanently restraining and enjoining the Debtor and Kilburg Hotels, their respective affiliates, subsidiaries, officers, agents, servants, employees and attorneys, and all those who act in concert or participation with said defendants, from marketing, promoting or selling guest lodging services at the Facilities through and with the Days Inn Marks or Ramada Marks;
 - ii) Preliminarily and permanently enjoining the Debtor and Kilburg Hotels by directing said defendants to forthwith de-identify the Facilities from the Days and Ramada Franchise Systems, including (i) the removal of all signs and other forms of display bearing any Days Inn Marks or Ramada Marks, (ii) the removal of all personalty, including guest room supplies and equipment, bearing Days Inn Marks or Ramada Marks, and (iii) the delivery back to DIA and RFS all of said plaintiffs' proprietary materials including, without limitation, operations and training manuals, policy statements, computer hardware and licensed software;
 - iii) Preliminarily and permanently restraining and enjoining the Debtor

and Kilburg Hotels, their respective affiliates, subsidiaries, officers, agents, servants, employees and attorneys, from transferring or attempting to transfer, by assignment, conveyance or any other means, any legal or equitable interest in any of the Facilities prior to such Facilities properly being de-identified, as above, and from transferring or attempting to transfer any rights or interests in and to the Abilene License Agreement, the Albuquerque License Agreement, the Las Cruces License Agreement and the Round Rock License Agreement, and/or any rights or interests under the License Agreements;

- iv) Granting compensatory and punitive damages, attorneys' fees, prejudgment interest, costs of suit and such other and further relief as this Court shall deem just and proper; and
- v) To the extent applicable, terminating the automatic stay imposed under 11 U.S.C. § 362(a) and any other stays or injunctions imposed in this case to allow plaintiffs to enforce through any applicable non-bankruptcy means relief granted pursuant to First, Second and Third Claims for Relief and, otherwise, to prevent further unauthorized use of the Marks.
- B) Judgment against the Debtor under the Fourth Claim for Relief declaring that neither the Debtor nor the Debtor's bankruptcy estate has any legal or equitable interest in the License Agreements at issue.
- C) Judgment against the Debtor and Kilburg Hotels under the Fifth Claim for Relief for damages based upon the unjust enrichment of said defendants, as appropriate according to proof at trial.
- D) Allowance of a Chapter 11 administrative claim against this bankruptcy estate claim under the Fifth Claim for Relief pursuant to 11 U.S.C. § 503(b)(1) and accorded priority under 11 U.S.C. § 507(a)(1) based upon the portion of the unjust enrichment accrued since the filing of the bankruptcy petition in this case, as appropriate according to proof at trial.
 - E) An order granting the relief requested in the Sixth Claim for Relief

1	requiring the Debtor and Kilburg Hotels to account to DIA and RFS for any and all		
2	profits derived as a result of marketing, promoting, or selling guest lodging services at the		
3	Facilities through and with the Days Inn Marks and Ramada Marks; and		
4	F) On all Claims for Relief:		
5	i) Prejudgment and post-judgment interest, as provided by law and		
6	under the terms of the License Agreements at issue;		
7	ii) Attorneys' fees according to proof; and		
8	iii) Such other and further relief as the Court may deem just and proper.		
9	Dated: December 21, 1999		
10	GREINER, GALLAGHER & CAVANAUGH Timothy R. Greiner		
11	2001 Route 46, Suite 202 Parsippany, New Jersey 07054 Phone: 973-335-7400		
12	Fax: 973-335-8018		
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VERTIFICATION

STATE OF NEW JERSEY)
)ss.
COUNTY OF MORRIS)

- C. WAYNE MILLER, of full age, being duly sworn according to law, upon his oath, deposes and says:
- 1. I am Vice President, Franchise Administration, of both Days Inns of America, Inc. ("DIA") and Ramada Franchise Systems, Inc. ("RFS"), which are the plaintiffs in this action.
- 2. I have read the foregoing Verified Adversary Complaint and all the allegations contained therein. Except as to allegations alleged upon information and belief, which allegations I believe to be true, all the allegations in the Verified Adversary Complaint are true based on my personal knowledge, the records of DIA and RFS, or information available through employees of DIA and RFS.

' WAYNE MILLER

Subscribed and swom to

before me this _ /U

day of 2) 10 . , 1999

Notary Public

SUE ANN B. GROSSMAN NOTARY PUBLIC OF NEW JERSEY My Commission Expires Jan. 21, 2002